



# **“Georgia Movies in the Park” series**

## **Festival & an Outdoor Movie**

### **Sponsorship Packet**

**2011**



**Another great event of Southern Outdoor Cinema:**

4920 Atlanta Hwy, PMB 304  
Alpharetta, GA 30004  
678-689-8143

**[www.GeorgiaMoviesInThePark.com](http://www.GeorgiaMoviesInThePark.com)**

## Stats

**Years Running:** 6 years

**Target Audience:** Families with young children and pre-teens

**Location:** Newtown Park, Johns Creek

**Dates:** June 11, July 9, and August 13, 2010

**Hours:** 7:00pm – 11:00pm, Movie at Dusk

**Admission:** Free

**2010 Top Sponsors:** Northside Hospital Forsyth and Brookside Academy

**Possible Family-Friendly Movie Titles:** Gulliver's Travels (edited), Diary of Wimpy Kid 2, RIO, Rango

**Pre-Show Activities:** Inflatable moonwalk, face painting, carnival games, children's activities (sand art, spin art, bubbles), vendors and concessions.



Georgia Movies in the Park™

## Event Overview

"Georgia Movies in the Park" are free family outdoor movie and festival events throughout North Georgia. Families and neighbors watch family films come to life on a huge inflatable movie screen while sitting on lawn chairs or blankets under the stars. Pre-show activities such as inflatable slide and moonwalk, face painting help add a dash of carnival delight to the event. Concessions are also available at the events.

Sponsorship packages provide an excellent opportunity to spread the word about your business to a large family audience and simultaneously show support for this exciting community program.



Georgia Movies in the Park™

## The Crowds



Georgia Movies in the Park™



## On-Site Signage



## Booth Space



## Internet Exposure

- Event Website
- Google Adword campaign
- Social Media (facebook and twitter)
- Top Atlanta Blogs



## **Potential Exposure through Marketing Material**

### **Posters**

**Press releases to newspapers,  
magazines and websites both local and nationwide.**

### **Email Newsletters**

### **Newspaper advertisement**

**Flyers distributed to schools and daycare centers.**

### **Banners at park locations**

**Event inclusion in City and Park publications.**

**On movie-screen advertisement.**

### **Social Media**

### **Blogs**

**Featured in FieldTripsWithSue.com**







Johns Creek (JC) - 3 events in series

**Title Sponsor**

Company name (ABC) included as event name (ABC Movies in the Park presented by XYZ)

**Presenter \$3,000 per series per series**

- Company name (XYZ) included as presenting name (ABC Movies in the Park presented by XYZ)
- Exclusive industry representation within your industry
- Highly visible placement of your banner at event
- Name listed in any print or broadcast advertising that may exist for the program
- Mention in all media materials including press releases, feature articles and press advisories
- Name and logo on event web site
- Space at each event for company display
- On stage recognition at event (3 times)
- Company information on movie screen prior to movie start (3 full screen slides)

**Platinum \$1,500 per series (All marketing materials & onsite exposure)**

- Name and logo on event web site
- Listed in any print advertising that may exist for the program
- Recognition in media materials including press releases, feature articles and press advisories
- Name listed on movie screen prior to movie start (2 full screen slide)
- Space at each event for company display

**Gold \$250 per event (Website only recognition & onsite exposure)**

- Name and logo on event web site
- Name and logo on movie screen prior to movie start (1 slide)
- Space at each event for company display

**Booth - Non-sponsor \$75 per event**

- 10' x 10' location at event for booth to promote business



## Movies in the Park

### VENDOR APPLICATION FORM

\_\_\_ JUNE 11, 2011  
\_\_\_ JULY 9, 2011  
\_\_\_ AUGUST 13, 2011

\_\_\_\_\_ Sponsorship Level **OR** \_\_\_\_\_ Vendor booth

Name \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

List product to be sold or activity at your booth. Include any give-a-ways \_\_\_\_\_

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Southern Outdoor Cinema

T: 678-689-8143

F: 888-892-7114

E: [info@southernoutdoorcinema.com](mailto:info@southernoutdoorcinema.com)

# Vendor Information

Southern Outdoor Cinema invites you/and or your organization to participate in the Movies in the Park series. We expect a great day of arts and crafts, food, children's activities, and an outdoor movie and we want you to be a part of the festivities!

Please read the following guidelines carefully and complete the enclosed application. Space is limited. Applications are considered on first come, first served basis.

## **VENDORS MUST OBSERVE THE FOLLOWING RULES:**

1. No food vendors
2. Any tent or shelter must be free standing as it may be placed on grass area. Vendors must furnish tents, tables, and chairs.
3. If you sell items not listed on your application, you can be asked to take down or leave the show area. You must be specific on your detail to prevent conflicts with other vendors.
4. Vendors will not be allowed to give-a-way drink products or food with out prior written permission.
5. Vendors must be setup by 6:30pm (summer events)
6. Southern Outdoor Cinema will not be responsible for any items/ booths left unattended.
7. After booths are set-up all vehicles must be parked in the parking lot. No vehicles will be allowed to park on the grass during the event.
8. Each exhibitor is responsible his/her own display.
9. No refunds if your application is accepted.
10. Booth may be dismantled after the start of the movie. Sundown.
11. Booths of Political nature are not allowed.
12. Any vendor requiring electricity must supply all extension cords. Electricity may not be available. Please make prior arrangements
13. Southern Outdoor Cinema reserves the right to reject any product or vendor due to saturation, price, or poor quality.
14. Vendors assume all risk of property damage, property loss, damaged goods and all risk of physical injury.
15. Vendor shall be solely responsible for safe and clean disposal and all damages caused by vendor.
16. If accepted, this document is a legal binding agreement between the vendor and Southern Outdoor Cinema. All guidelines must be followed. Noncompliance will result in breach of contract by vendors thus forfeiting all fees paid.